

CLAIMS

What is claimed is:

1 1. A system comprising:

2 a user computer, coupled to a data network, to display a user interface
3 usable to enter a plurality of auction preferences; and

4 a broadcast-based client-side device, coupled to the network, to receive
5 user preference data from said data network based on said plurality of
6 auctioning preferences, and to receive broadcast programming content from a
7 broadcast source, said broadcast-based client-side device to include,

8 a display to display a plurality of auctioning options based on
9 said plurality of auctioning preferences, and

10 a user input device to select from among said plurality of
11 auctioning options, and to place one or more bids on an auction item.

1 2. The system of claim 1, wherein said data network is the Internet, said
2 broadcast source is a television programming source, and said client-side
3 device includes a set top box that is coupled to the Internet and to said
4 broadcast source.

1 3. The system of claim 1, wherein said user interface is used to access a
2 user account prior to entering said plurality of auctioning preferences, said

3 user account to be used to associate said plurality of auctioning preferences
4 with a particular user.

1 4. The system of claim 3, wherein said client-side device is associated
2 with said user account and said plurality of auctioning preferences by
3 performing a secure logon operation.

1 5. The system of claim 1, wherein said plurality of auctioning preferences
2 includes at least one of preferred auctioning categories, payment method and
3 product delivery information.

1 6. The system of claim 1, wherein said user preference data is based on at
2 least one of said plurality of auctioning preferences and a user profile, where
3 said user profile is based on tracking user activities.

1 7. The system of claim 6, wherein said user activities include at least one
2 of websites visited, online keyword searching, broadcast content viewed,
3 broadcast content searching.

1 8. The system of claim 1, wherein said plurality of auctioning options
2 includes at least one of a list of available items to bid on, pending auctions
3 and auctioning history.

1 9. The system of claim 1, wherein the broadcast-based client-side device
2 is further to display an auction interface containing at least one of a
3 description of said auction item, current bid for said auction item, number of
4 bids made on said auction item, and remaining time left to bid on said
5 auction item.

1 10. The system of claim 1, wherein said one or more bids are placed using
2 said user input device after said broadcast-based client-side device has
3 established a secure connection with a server coupled to said data network.

1 11. The system of claim 11, wherein said server executes software that
2 enables said auction item to be bid on by a plurality of users connected via
3 said data network, and to be purchased by a high bidder of said plurality of
4 users.

1 12. A method comprising:

2 entering a plurality of auctioning preferences using a user interface
3 displayed on a user computer that is coupled to a data network;

4 receiving, by a broadcast-based client-side device coupled to the data
5 network, user preference data from said data network and broadcast

6 programming content from a broadcast source, said user preference data to
7 be based on said plurality of auctioning preferences;

8 displaying, on a display of said broadcast-based client-side device, a
9 plurality of auctioning options based on said plurality of auctioning
10 preferences;

11 selecting from among said plurality of auctioning options using a user
12 input device of said broadcast-based client-side device; and

13 placing one or more bids on an auction item using said user input
14 device of the broadcast-based client-side device.

1 13. The method of claim 12, wherein said receiving comprises receiving
2 user preference data from the data network and broadcast programming
3 content from the broadcast source, wherein said user preference data is based
4 on said plurality of auctioning preferences, said data network is the Internet,
5 said broadcast source is a television programming source, and said broadcast-
6 based client-side device includes a set top box that is coupled to the Internet
7 and to said broadcast source.

1 14. The method of claim 12, further comprising accessing, using said user
2 interface, a user account prior to said entering the plurality of auctioning
3 preferences, said user account to be used to associate said plurality of
4 auctioning preferences with a particular user.

1 15. The method of claim 12, further comprising performing, by said
2 broadcast-based client-side device, a secure logon operation wherein said
3 client-side device is associated with said user account and said plurality of
4 auctioning preferences.

1 16. The method of claim 12, wherein said entering comprises entering the
2 plurality of auctioning preferences using the user interface displayed on the
3 user computer that is coupled to the data network, said plurality of
4 auctioning preferences to include at least one of preferred auctioning
5 categories, payment method and product delivery information.

1 17. The method of claim 12, further comprising tracking user activities to
2 establish a user profile, said user preference data to be based on at least one of
3 said plurality of auctioning preferences and said user profile.

1 18. The method of claim 17, wherein said tracking user activities
2 comprises tracking user activities to establish the user profile, said user
3 preference data to be based on at least one of said plurality of auctioning
4 preferences and said user profile, where said user activities include at least
5 one of websites visited, online keyword searching, broadcast content viewed
6 and broadcast content searching.

1 19. The method of claim 12, wherein said displaying comprises
2 displaying, on a display of said broadcast-based client-side device, said
3 plurality of auctioning options based on said plurality of auctioning
4 preferences, where said plurality of auctioning options includes at least one
5 of a list of available item to bid on, pending auctions and auctioning history.

1 20. The method of claim 12, further comprising displaying an auction
2 interface containing at least one of a description of said auction item, current
3 bid for said auction item, number of bids made on said auction item, and
4 remaining time left to bid on said auction item.

1 21. The method of claim 12, wherein said placing one or more bids
2 comprises placing one or more bids on an auction item using said user input
3 device after said broadcast-based client-side device has established a secure
4 connection with a server coupled to said data network.

1 22. The method of claim 21, further comprising executing, by said server,
2 software that enables said auction item to be bid on by a plurality of users
3 connected via said data network, and to be purchased by a high bidder of
4 said plurality of users.

1 23. A computer program product comprising:

2 a computer usable medium having computer program code embodied
3 therein to display information, the computer program product having:

4 computer readable program code to enter a plurality of
5 auctioning preferences using a user interface displayed on a user computer
6 that is coupled to a data network;

7 computer readable program code to receive, by a broadcast-
8 based client-side device coupled to the data network, user preference data
9 from said data network and broadcast programming content from a
10 broadcast source, said user preference data to be based on said plurality of
11 auctioning preferences;

12 computer readable program code to display, on a display of
13 said broadcast-based client-side device, a plurality of auctioning options
14 based on said plurality of auctioning preferences;

15 computer readable program code to select from among said
16 plurality of auctioning options using a user input device of said broadcast-
17 based client-side device; and

18 computer readable program code to place one or more bids on
19 an auction item using said user input device of the broadcast-based client-
20 side device.

1 24. The computer program product of claim 23, wherein said computer
2 readable program code to receive comprises computer readable program
3 code to receive user preference data from the data network and broadcast

4 programming content from the broadcast source, wherein said user
5 preference data is based on said plurality of auctioning preferences, said data
6 network is the Internet, said broadcast source is a television programming
7 source, and said broadcast-based client-side device includes a set top box that
8 is coupled to the Internet and to said broadcast source.

1 25. The computer program product of claim 23, further having computer
2 readable program code to access, using said user interface, a user account
3 prior to said entering the plurality of auctioning preferences, said user
4 account to be used to associate said plurality of auctioning preferences with a
5 particular user.

1 26. The computer program product of claim 23, further having computer
2 readable program code to perform, by said broadcast-based client-side
3 device, a secure logon operation wherein said client-side device is associated
4 with said user account and said plurality of auctioning preferences.

1 27. The computer program product of claim 23, wherein said computer
2 readable program code to enter comprises computer readable program code
3 to enter the plurality of auctioning preferences using the user interface
4 displayed on the user computer that is coupled to the data network, said
5 plurality of auctioning preferences to include at least one of preferred
6 auctioning categories, payment method and product delivery information.

1 28. The computer program product of claim 23, further having computer
2 readable program code to track user activities to establish a user profile, said
3 user preference data to be based on at least one of said plurality of auctioning
4 preferences and said user profile.

1 29. The computer program product of claim 28, wherein said computer
2 readable program code to track user activities comprises computer readable
3 program code to track user activities to establish the user profile, said user
4 preference data to be based on at least one of said plurality of auctioning
5 preferences and said user profile, where said user activities include at least
6 one of websites visited, online keyword searching, broadcast content viewed
7 and broadcast content searching.

1 30. The computer program product of claim 23, wherein said computer
2 readable program code to display comprises computer readable program
3 code to display, on a display of said broadcast-based client-side device, said
4 plurality of auctioning options based on said plurality of auctioning
5 preferences, where said plurality of auctioning options includes at least one
6 of a list of available item to bid on, pending auctions and auctioning history.

1 31. The computer program product of claim 23, further having computer
2 readable program code to display an auction interface containing at least one

3 of a description of said auction item, current bid for said auction item,
4 number of bids made on said auction item, and remaining time left to bid on
5 said auction item.

1 32. The computer program product of claim 23, wherein said computer
2 readable program code to place one or more bids comprises computer
3 readable program code to place one or more bids on an auction item using
4 said user input device after said broadcast-based client-side device has
5 established a secure connection with a server coupled to said data network.

1 33. The computer program product of claim 32, further having computer
2 readable program code to execute, by said server, software that enables said
3 auction item to be bid on by a plurality of users connected via said data
4 network, and to be purchased by a high bidder of said plurality of users.